placed persons have been given employment in VSP. VSP has indicated to the district authorities the year-wise recruitment plan for 1986-87, 1987-88 and 1988-89 indicating qualifications in each category and efforts will be made to recruit a maximum number of displaced persons against the recruitment plan.

Commercial time on Doordarshan

1107. SHRI CHIMANBHAI MEHTA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that the multi-national companies have a major share in Doordarshan commercials on the National Network ;

(b) what is the time, in terms of percentage, of the total time allocated for commercials, which is utilised by multi-national companies and by the Indian Companies during the last 3 years ;

(c) the break-up of revenue received from multi-national companies and Indian companies separately during the same period ;

(d) whether government are considering any proposal to raise tariff for multi-national companies in this regard ;

(e) if so, what are the details thereof ;

(f) whether government have any comprehensive policy with regard to tariff as well as allocation of commercial time on Doordarshan ; and

(g) if so, what are the details thereof ?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL) : (a) to (c) Doordarshan does not discriminate between multi-national or other companies in so far as advertisements are concerned. These advertisements are booked in accordance with the rules and guidelines framed by the Government and are screened in accordance with the guidelines of Commercial Advertising in India. No separate policy is maintained in respect of commercial time given to them and revenue earned from multi-national and other category of companies.

(d) No, Sir.

(e) Does not arise.

(f) and (g) There is a definite policy with regard to tariff and booking of commercial advertisements on Doordarshan. The important aspects of this Policy are as under :—

(1) Advertisements on T.V. would not cross the limit of 10 per cent of the total air-time. however, at present it has been decided to restrict the time limit to 5 per cent of the total air-time.

(2) The advertisements should conform to the adverting Code of Doordarshan.

(3) The advertisements should not be mixed with the programme content.

(4) The advertisers have to pay charges as per tariff announced by the Government from time to time.

Criticism of Doordarshan by the Prime Ministrer

1108. SHRI GURUDAS DAS GUPTA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that the Prime Minister had made certain